cbi Collegiate Broadcasters, Inc. 2003

National Student Production Awards Contest

Saluting the best in student television and radio production

TELEVISION

1. **BEST VJ AIRCHECK** * The entry should highlight the on-air announcing skills of an exceptional video talent(s). The entry in the BEST VJ AIRCHECK may feature a video show team with a limit of three people. A VJ Aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs, or promos which do not feature the announcer(s) talents are not to be included, but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than fifteen (15) minutes in length.

2. **BEST PROMO FOR STATION OR STUDENT MEDIA OUTLET** * Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include channel designation or station's/ outlet's slogan. The entry must be the standard length of either 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. **BEST PUBLIC SERVICE ANNOUNCEMENT** * Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form a public service announcement used to provide public service to the campus community which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be the standard length of either 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

4. **BEST NEWSCAST** * The entry must be a single, regularly scheduled newscast over five minutes in length. Special segments such as preproduced features or investigative reports may be included in the newscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the BEST NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio and video.

5. **BEST NEWS REPORTING** * This category is for shorter hard or soft news packages that would air during any regularly scheduled newscast. An entry is a single news story which features sound and/or dramatic video used to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

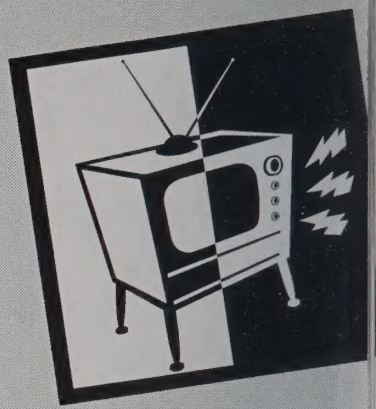
6. **BEST FEATURE BROADCAST** * The entry must be a locally originated program dealing with a subject of human interest. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be no longer than thirty (30) minutes in length.

7. **BEST TECHNICAL PRODUCTION** * The entry must be a single program which demonstrates innovative or unusual usage of production elements for fictional or nonfictional programming. Technical execution will be the paramount consideration of the judges, and the secondary focus will be on content. The segment submitted may be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

8. **BEST SPORTSCAST** * The entry must be a single, regularly scheduled sportscast. For television, special segments, such as preproduced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced. Judging for the BEST SPORTSCAST will be based on content and service to the community. Considerations will include writing, editing, sports news judgment, and use of audio and video.

9. **BEST SPORTS PLAY-BY-PLAY** * An entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes", not several samples of material chosen at various points from an athletic contest that after editing and combining equal thirty (30) total minutes.

10. **BEST MUSIC VIDEO PRODUCTION** * The entry should be originally produced videos to original or previously-released music. Copyright permission must be provided for use of any unlicensed music. This entry must be no longer than fifteen minutes (15:00 or less) in length, although the production may have been longer in its entirety.



Combine

BEST STUDENT MEDIA WEB SITE * Student who are making the best effort to provide soli Internet strategy for their campus media outle should submit their Uniform Resource Locato (URL) address to enter. Judges will consider a

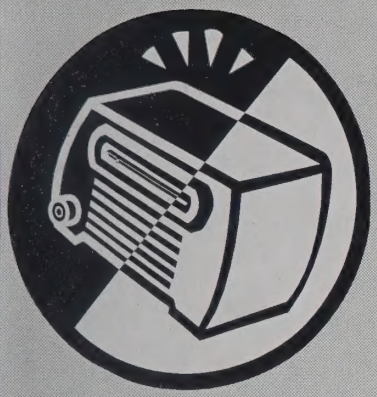
DEADLINES: The deadline for entries is Monday, June 2, 2003. All entries must be submitte or postmarked on or before the deadline date i order to be accepted by the Collegiate Broadcasters Incorporated 2003 Awards Division Coordinators for shipment to the judges. Entrie submitted or postmarked after the deadline dat will be disqualified, not returned to the entrant. If deemed necessary, please use delivery confir mation options available at the postal service o other shipping services in order to acknowledg delivery of entries to the awards coordinators. There are no exceptions to the deadline date. Early submissions of entries before the end of classes/graduation ceremonies in the month of April or May will be accepted.

FEES: The CBI 2003 National Student Production Awards Contest is provided as a membership benefit to student media outlets that belon to CBI. Nonmembers will be required to pay a $25.00 entry fee per entry per category. This entry fee may be paid by check or money order. Make the check or money order payable to Collegiate Broadcasters Incorporated. Neither credit cards nor institutional purchase orders are accepted. Payment may be sent to Mr. Dan Knight as listed below.

* **A maximum of one page of typewri**

** **A maximum of a one page résumé written supplemental data concern**

RADIO



ategory

usses the following: How easy the site is to navi-
ite; How user friendly the web site is for those
eking information about the media outlet; and
the web site a destination or a resource for your
ewers.

UBMISSION OF ENTRIES: Entries must be
nailed, shipped or delivered for judging to the
orrect address as listed below and indicated on
ne official entry form for each division. Entries
eceived at the incorrect address will not be
orwarded or returned.

adio Division:
Warren Kozieski
o WBSU
eymour Union
UNY Brockport
rockport, NY 14420

Television Division:
Mr. Dan Knight
KVR-TV
2500 Whitis Avenue
Austin, TX 78705

PECIAL INSTRUCTIONS: Nonmembers are
equired to send all entries for the radio division,
s well as television division entries to Mr. Dan
night. He will forward any radio division entries
Warren Kozireski after payment has been
eceived and deposited in CBI's account.

WARDS: Up to four finalists will be named in
ach contest category. Each finalist will be pre-
ented a certificate of excellence. From among
ne named finalists in each category a winner
r that category will be selected. All winners
nd finalists will be recognized during the CBI
wards Ceremony at the Fall 2003 National Col-
ge Media Convention in Dallas, Texas.

upplemental data is optional.
h featured talent or one page of type-
e entry is optional.

1. **BEST DJ AIRCHECK** * The entry should highlight the on-air announcing skills of an exceptional radio talent(s). The entry in the DJ Aircheck may feature a morning show team with a limit of three people per morning team. A DJ Aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs, or promos which do not feature the announcer(s) talents are not to be included but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits and telephone escapades (with the subjects' permission of course) are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than fifteen (15) minutes in length.

2. **BEST PROMO FOR STATION OR STUDENT MEDIA OUTLET** * Creative use of voice, music and/or sound effects are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include dial position and station's/outlet's slogan, if applicable. The entry must be the standard length of either 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. **BEST PUBLIC SERVICE ANNOUNCEMENT** * Creative use of voice, music and/or sound effects are to be combined in any combination to form a public service announcement used to provide public service to the campus community and the city of license which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be a standard length of either 30, 60, or 90 seconds. Time limits will be strictly enforced by the judges.

4. **BEST NEWSCAST** * The entry must be a single, regularly scheduled newscast over five minutes in length. Special segments such as preproduced features or investigative reports may be included in the newscast but will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the BEST NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio.

5. **BEST NEWS REPORTING** * This category is for shorter hard or soft news packages that would air during any regularly scheduled newscast. An entry is a single news story which features sound used to enhance package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

6. **BEST FEATURE REPORTING** * The entry must be a locally originated program dealing with a subject of human interest. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be no longer than thirty (30) minutes in length.

7. **BEST DOCUMENTARY** * The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

8. **BEST TECHNICAL PRODUCTION** * The entry must be a single program which demonstrates innovative or unusual usage of production elements for fictional or nonfictional programming. Technical execution will be the paramount consideration of the judges and secondary focus will be on content. The segment submitted may be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

9. **BEST SPORTS REPORTING** * This category is for shorter sports packages or any regularly scheduled sportscast. An entry could be a single sports story which features sound used to enhance package or could be a sportscast that is no longer than three minutes thirty seconds (3:30) in length. Radio sports play-by-play segments are not permissible in this category.

10. **BEST SPORTS PLAY-BY-PLAY** * An entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes", not several samples of material chosen at various points from an athletic contest that after editing and combining equal thirty (30) total minutes.

cbi COLLEGIATE BROADCASTERS INC.

2003
National Student Production Awards Contest

General Rules

For Broadcast, Cable, Closed Circuit, Internet, Radio and Television Stations, or Student Media Outlets

All rules are determined by the CBI Board of Directors. Rules may be amended by the CBI Board of Directors at any time. The CBI Board of Directors is the final authority on all matters involving the contest. The contest is open to all campus radio stations (over-the-air, Internet and cable/closed circuit), television facilities, and other student media outlets.

Entry Guidelines

- Audio tape entries must be on standard-sized audio cassettes in their protective cases and recorded at standard speed. Do not submit audio entries in any other format.
- Television entries must be on one-half inch standard VHS video tape, recorded at standard play (SP). Do not submit video entries in any other format.
- A separate tape must be submitted for each entry in both radio and television divisions. Tones may precede each radio entry and tones, color bars and/or slates may precede each television entry. However, this calibrating information is not required.
- Each tape must be labeled to show the call letters (if applicable); name and mailing address of the school; competition category; title of the entry; the name of the person(s) involved with production of the entry; the air/production date; and the length of the entry.
- All entries must be cued to the beginning of each tape.
- Schools are limited to two entries per category. But the same program, program segments, packages, airchecks, advertisements, promos, public service announcements or musical videos may be entered in more than one award category. Send high quality dubs for entry tapes, not master tapes, because the entry tapes will not be returned.
- Each entry may include for the judges one page of typewritten supplemental data. This one page of supplemental material may include but is not limited to a summary of the entry, an explanation of how the topic was selected, the goals achieved, any hurdles that were overcome, and the quantity and quality of audience feedback received. This one page of supplemental material is optional, not required.
- The judges for the contest will be professionals in the field and journalism and mass communications faculty/staff members. They will have the authority to place an entry in a different category than the one in which it was entered.
- Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit courses. This work can not be done for professional broadcasting stations or related organizations. All entries must be submitted as originally broadcast/ produced for a class between Saturday, June 1, 2002, and Saturday, May 31, 2003. Extraneous audio or video, i.e. narration, supplemental graphics, or tape, is not permitted.
- Where applicable, entries must be accompanied by evidence of copyright permission for any material not covered by a campus or institutional agreement with ASCAP, BMI, SESAC, or other licensing organization. All commercials, public service announcements, and promotional announcements must be edited out of all program entries. Programs produced with significant resources outside of the student community are not accepted.
- The official entry form or a photocopy of this form must be used. An entry form is to be returned with each entry.
- Violation of these rules will result in disqualification of a station's entry from any award consideration by the judges in the category in which the violation occurs.

All entries must be submitted as originally broadcast or produced for a class between Saturday, June 1, 2002 and Saturday, May 31, 2003.

Deadline for entries: Monday, June 2, 2003

2003 CBI Board of Directors

Warren Kozireski
General Manager WBSU
SUNY Brockport
wkozires@brockport.edu

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willr@ktru.org

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Program Coordinator KVR-TV
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danknight@mail.utexas.edu

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ghawke@ku.edu